

## CLAIMS

We claim:

1           1. A method in a computing system for displaying information about  
2 new products to an identified user, comprising:

3               defining a range of dates within which the availability dates of new  
4 products fall;

5               subsetting an inventory of products to those products having an  
6 availability date falling within the defined date range;

7               from among the subsetted inventory, select products for display based  
8 upon predicted level of interest to the user; and

9               adding information about the selected products to a display.

1           2. The method of claim 1 wherein the selecting is performed for  
2 products in each of a plurality of product categories.

1           3. The method of claim 2, further comprising selecting the plurality  
2 of product categories from a multiplicity of product categories based upon indications  
3 of interest by the user in the selected product categories.

1           4. The method of claim 2 wherein the adding causes information  
2 about each selected product to be added in a section identifying the product category  
3 of the product.

1           5. The method of claim 4, further comprising ordering the product  
2 category sections in the display in accordance with information indicating the user's  
3 level of interest in each of the product categories.

1                   6. The method of claim 1 wherein products are selected for display  
2 based upon specific interests of the user.

1                   7. The method of claim 1 wherein products are selected for display  
2 based upon sales rankings of the products.

1                   8. The method of claim 1 wherein at least a portion of the products  
2 among the inventory have availability dates based upon dates on which the products  
3 were released.

1                   9. The method of claim 1 wherein at least a portion of the products  
2 among the inventory have availability dates based upon dates on which the products  
3 were published.

1                   10. The method of claim 1 wherein at least a portion of the products  
2 among the inventory have availability dates based upon dates on which the products  
3 arrived.

1                   11. The method of claim 1, further comprising defining the range to  
2 begin on a date that is a predetermined length of time before a current date.

1                   12. The method of claim 1, further comprising defining the range to  
2 begin on a date that is 6 weeks before a current date.

1                   13. The method of claim 1, further comprising defining the range to  
2 begin on a date selected based on a date on which product information was last  
3 displayed to the user.

1                   14. The method of claim 1, further comprising defining the range to  
2 begin on a date on which product information was last displayed to the user.

1                   15. The method of claim 1, further comprising defining the range to  
2 end on a date that is a predetermined length of time after a current date.

1                   16. The method of claim 1, further comprising defining the range to  
2 end on a date that is 3 weeks after a current date.

1                   17. The method of claim 1 wherein the method is performed in  
2 response to a display request originating with the user.

1                   18. The method of claim 1 wherein the adding is performed in  
2 response to a display request originating with the user.

1                   19. The method of claim 1 wherein the adding is performed in  
2 response to a HTTP request originating with the user.

1                   20. The method of claim 1 wherein the subsetting, selecting, and  
2 adding are also performed with respect to articles among an inventory of articles, such  
3 that information about new articles is displayed to the user.

1                   21. The method of claim 20 wherein the subsetting of articles is  
2 performed based upon information indicating whether the user has purchased products  
3 associated with each article.

1                   22. The method of claim 1 wherein the subsetting, selecting, and  
2 adding are also performed with respect to product recommendations among a supply of

3 product recommendations, such that information about new product recommendations  
4 is displayed to the user.

1 23. The method of claim 1 wherein the subsetting, selecting, and  
2 adding are also performed with respect to announcements among a supply of  
3 announcements, such that information about new announcements is displayed to the  
4 user.

1 24. A computer-readable medium whose contents cause a computing  
2 system to display information about new products to an identified user by:

3 defining a range of dates within which the availability dates of new  
4 products fall;

5 subsetting an inventory of products to those products having an  
6 availability date falling within the defined date range;

7 from among the subsetted inventory, select products for display based  
8 upon information relating to the user; and

9 adding information about the selected products to a display.

1 25. A method in a computing system for presenting information about  
2 new content on a web site, comprising:

3 defining a range of dates within which the availability dates of new  
4 instances of content fall;

5 subsetting an inventory of products to those products having an  
6 availability date falling within the defined date range;

7 from among the subsetted inventory, select products for display based  
8 upon information relating to the user; and

9 adding information about the selected products to a display.

1                   26. The method of claim 25 wherein at least a portion of the instances  
2 of content among the inventory have availability dates based upon dates on which the  
3 content instance was completed.

1                   27. The method of claim 25 wherein at least a portion of the instances  
2 of content among the inventory have availability dates based upon dates on which the  
3 content instance was received.

1                   28. The method of claim 25 wherein at least a portion of the instances  
2 of content among the inventory have availability dates based upon dates on which the  
3 content instance was released.

1                   29. The method of claim 25 wherein at least a portion of the instances  
2 of content among the inventory have availability dates based upon dates upon which  
3 associated events occur.

1                   30. A method in a computing system for presenting information about  
2 new items, comprising:

3                   receiving a request for information submitted on behalf of an identified  
4 user;

5                   accessing a set of items having effective times;

6                   performing a first filtering to eliminate items of the set whose effective  
7 times indicate that the items are not new;

8                   performing a second filtering to eliminate items of the set in which the  
9 user likely has a low level of interest; and

10                  subsequent to both the first and second filterings, presenting to the user  
11 information about each of at least a portion of the filtered items.

1                   31. The method of claim 30 wherein the first filtering involves  
2 comparing the effective time of each item to a last visit time.

1                   32. The method of claim 30 wherein the first filtering involves  
2 comparing the effective time of each item to an offset from the current time.

1                   33. The method of claim 30 wherein the second filtering is performed  
2 using a recommendation engine.

1                   34. The method of claim 33 wherein the second filtering is performed  
2 using a list of products, genres, authors, or other items generated by the  
3 recommendation engine using previous purchases, ratings, pages viewed, or other  
4 actions of a customer in comparison with other similar customers.

1                   35. The method of claim 30 wherein the second filtering is performed  
2 using information associated with the user that reflects the user's interests.

1                   36. The method of claim 30 wherein the second filtering is performed  
2 using information reflecting the interest of a user population including the user in items  
3 of the set.

1                   37. The method of claim 30 wherein the second filtering is performed  
2 using information reflecting the interest of all users in items of the set.

1                   38. The method of claim 30 wherein the second filtering is performed  
2 using information reflecting overall consumption of items of the set.

1                   39. The method of claim 30 wherein the second filtering is performed  
2 based upon input from a human editor.

1                   40. The method of claim 30 wherein the first filtering is performed  
2 prior to the second filtering.

1                   41. The method of claim 30 wherein the second filtering is performed  
2 prior to the first filtering.

1                   42. The method of claim 30 wherein the first filtering is performed  
2 prior to receiving the request.

1                   43. The method of claim 30 wherein the first filtering is performed in  
2 response to receiving the request.

1                   44. The method of claim 30 wherein the second filtering is performed  
2 prior to receiving the request.

1                   45. The method of claim 30 wherein the second filtering is performed  
2 in response to receiving the request.

1                   46. The method of claim 30 wherein the presenting includes  
2 displaying information about each of at least a portion of the filtered items.

1                   47. The method of claim 30 wherein the presenting includes serving a  
2 web page containing information about each of at least a portion of the filtered items.

1                   48. The method of claim 30 wherein the presenting includes  
2 transmitting a message containing information about each of at least a portion of the  
3 subsetted items.

1                   49. The method of claim 48 wherein an electronic message is  
2 transmitted.

1                   50. The method of claim 48 wherein a physical message is  
2 transmitted.

1                   51. A computing system for presenting information about new items,  
2 comprising:

3                   a receiver that receives a request for information submitted on behalf of  
4 an identified user;

5                   one or more memories containing information about a set of items having  
6 effective times;

7                   a first subsetting component for performing a first subsetting to eliminate  
8 items of the set whose effective times indicate that the items are not new;

9                   a second subsetting component for performing a second subsetting to  
10 eliminate items of the set in which the user likely has a low level of interest; and

11                  an information presentation subsystem that presents to the user  
12 information about each of at least a portion of the items subsetted by both the first and  
13 second subsetting components.

1                   52. One or more memories collectively containing a display document  
2 data structure, the data structure usable to present a display document, comprising  
3 information indicating, for each of a plurality of categories:

4                   a category name; and

5                   a list of items of interest to a target user whose effective dates qualify the  
6 items as new items.

1                   53. The memories of claim 52 wherein the data structure represents  
2 an HTML document.

1                   54. The memories of claim 52 wherein the data structure is  
2 dynamically generated in response to a request submitted on behalf of the target user.

1                   55. One or more generated data signals collectively conveying a  
2 display document data structure, the data structure usable to present a display  
3 document, comprising information indicating, for each of a plurality of categories:  
4                   a category name; and  
5                   a list of items of interest to a target user whose effective dates qualify the  
6 items as new items.

1                   56. The memories of claim 55 wherein the data structure represents  
2 an HTML document.

1                   57. The memories of claim 55 wherein the data structure represents  
2 an electronic mail message.

1                   58. The memories of claim 55 wherein the data structure represents  
2 an instant message.

1                   59. The memories of claim 55 wherein the data structure represents a  
2 pager message.